

13 Dec

(Please do not write anything except the question number in this space)
कृपया इस स्थान में प्रश्न संख्या के अतिरिक्त कुछ न लिखें।

UPSC

Answer Questions in NOT MORE THAN the Word Limit specified for each in the Parenthesis.
Content of the Question is more important than length.
(Specimen Answer Booklet - For Practice Purpose Only)

उम्मीदवारों को इस हाशिए में नहीं लिखना चाहिए
Candidates must not write on this margin

⑤ Q. It is essential that the country has a level playing field to ensure a fair opportunity for new age startups and MSME. Discuss.

↳ Recently the competition Commission of India (CCI) imposed penalty on Google for abusing dominant position in the android mobile service ecosystem.

↳ CCI - It was to protect and promote competition in markets and prevent practices that hinder competition.

↳ Market Dominant issue

↳ market dominance is natural in any free country

↳ Amazon and Flipkart → are accused of deep discounting and creating in house brands to compete with local sellers. Thus Pricing plays a fundamental role in defining the position of any digital platform in the marketplace.

↳ with Pre-installed apps, where the manufacturers eliminate competition without the consumer's consent.

↳ level playing field to ensure fair opportunity.

↳ There is need to establish harmony of the competition law with new consumer protection Act 2020 and e-commerce rules.

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↳ The new law should include a mechanism to ensure fair compensation for consumers who face the burm of anti competitive practices of the Big Tech.

↳ With Digital transformation, it is essential that country was level playing field to ensure a fair opportunity for new age startups and micro, small and medium enterprise.

↳ There is an need to contextualise the law to the digital marketplace and devise new provisions with adequate ex-ante legislation.

↳ It is equally important to contextualise India's reality Kirana stores competing with e-retailers such as Big Basket is an example of unfair competition between legacy business and their digital counterparts.

↳ Conclusion.

Setting ~~the~~ based approach for Indian market place interests is protecting the local digital Economy. Thus India needs a new ex-ante based framework that Promotes competition by ensuring a level playing field for the big, small, the old and New.